

## **REMARKS/ARGUMENTS**

In response to the Examiner's final Office Action of July 29, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

### ***Regarding Amendment***

In the Amendment:

independent claim 1 is amended to clarify that the sensing device is assigned with a unique identity, the interaction data includes data on the sensing device identity, and that the first telecommunication address of the user is identified using the sensing device identity data included in the generated interaction data;

independent claim 18 is amended similar to independent claim 1; and dependent claims 2-17 and 19-34 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

### ***Regarding 35 USC 103(a) Rejections***

It is respectfully submitted that the subject matter of amended independent claims 1 and 18, and claims 2-17 and 19-34 dependent therefrom, is not taught or suggested by previously cited Hogan and/or Dymetman in view of newly cited Masaki (US 5,159,321), because contrary to the Examiner's contentions, none of Hogan, Masaki and Dymetman teach or suggest assigning a sensing device with a unique identity let alone using this sensing device identity to identify a telecommunication address of a user of the sensing device, as is required by the claimed invention.

That is, Hogan merely discloses that bill capture device 150 captures user/payee information (see col. 2, lines 48-53 and col. 4, line 53-col. 5, line 43), Masaki does not disclose or suggest that an identity is assigned to the en-type computer input device 1, and Dymetman merely discloses that the pointer 502 decodes a page-identifier encoded on a page (see col. 8, lines 45-67 and col. 10, line 49-col. 11, line 43).

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:



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